

Amendments to the Claims:

Please amend claims 15, 16, 23-25, and 27 without prejudice or disclaimer, resulting in following set of claims pending in the Application:

1. (cancelled).
2. (previously presented) The method of claim 23 wherein detecting includes detecting purchase of a product received from a first business entity, and the method further includes
receiving the respective product from a different business entity.
3. (cancelled).
4. (previously presented) The method of claim 23 further including sending a first signal to a card, responsive to the detecting step.
5. (previously presented) The method of claim 23 further including displaying the amount includes displaying responsive to a first signal on a card .
6. (original) The method of claim 5 further including receiving a second signal corresponding to a product selected for purchase; and determining an amount due depending on whether the second signal corresponds to a first signal on the card.
7. (original) The method of claim 5 further including selectively sending a second signal further depends on a value of the first signal.
8. (original) The method of claim 5 further including selectively sending a second signal to the card, depending on whether the first and second signals correspond to a common company.

9. (original) The method of claim 8 wherein selectively sending a second signal further depends on a value of the first signal.

10. (original) The method of claim 5 further including modifying the first signal; and sending the modified signal to the card.

11. (cancelled).

12. (previously presented) The system of claim 25 wherein each processing unit includes a card reader .

13. (cancelled).

14. (cancelled).

15. (previously presented) The system of claim 25 wherein each processing unit includes a sender that transfers a first signal to a card , responsive to the detecting step.

16. (currently amended) The system of claim 25 14 wherein the display is responsive to a first signal on a card.

17. (original) The system of claim 16 further including a receiver that receives a second signal corresponding to a product selected for purchase; and a determiner that determines an amount due depending on whether the second signal corresponds to a first signal on the card.

18. (previously presented) The system of claim 16 further including circuitry that selectively sends a second signal to the card, depending on whether the first and second signals correspond to a common company.

19. (previously presented) The system of claim 18 wherein the circuitry includes a comparator responsive to a value of the first signal.

Claims 20-22. (cancelled).

23. (currently amended) A method for ~~a system including a store~~ having ~~the store comprising:~~

a plurality of first areas each including

a shelf,

a plurality of units of a respective product, the plurality of units being on the shelf, the plurality of units having a common symbol different than a symbol of units of another product,

a respective display unit supported by the shelf, and located adjacent to the plurality of units of the respective product such that no units of another product are between the display unit and the plurality of units, the method comprising the steps, respectively performed for each of ~~by a display unit in one of~~ the first areas, of:

detecting a purchase by a first customer; and

responsive to the previous step, determining a first amount, the first amount corresponding to one of a plurality of non-zero prices to be paid for the respective product;

displaying the first ~~an amount from the display unit~~ for the respective product, ~~the amount varying depending on the detecting step, the amount corresponding to one of a plurality of non-zero prices to be paid for the respective product~~ ; ~~[[.]]~~

detecting a purchase by a second customer; and

responsive to the previous step, determining a second amount, the second

amount corresponding to another one of the plurality of non-zero prices to be paid for the respective product; and
displaying the second amount from the display unit.

24. (currently amended) The method of claim 23 wherein displaying includes displaying ~~responsive to a signal on a card~~, a message corresponding to a difference between a quantity stored on the card and a an additional quantity of purchase required for the customer to receive a discount.

25. (currently amended) A system for operating with a store having ~~the store comprising:~~

a plurality of first areas each including
a shelf,
a plurality of units of a respective product, the plurality of units being on the shelf, the plurality of units having a common symbol different than a symbol of units of another product,
the system comprising a plurality of processing units, each processing supported by the shelf in a respective first area, and located adjacent to the plurality of units of the respective product such that no units of another product are between the display unit and the plurality of units, each processing unit including
a detector having circuitry that detects a purchase by a customer; and
a determiner that determines an amount, responsive to the detected purchase, the amount corresponding to one of a plurality of non-zero prices to be paid for the respective product;
a display having circuitry that displays the an amount for the respective product, ~~the amount varying depending on a signal from the detector, the amount corresponding to one of a plurality of non-zero prices to be paid for the respective product.~~

26. (previously presented) The system of claim 25 wherein the plurality of first

areas includes 5 first areas.

27. (currently amended) A system for operating with a store having ~~, the store~~ comprising:

a plurality of first areas each including

a shelf,

a plurality of units of a respective product, the plurality of units being on the shelf, the plurality of units having a common symbol different than a symbol of units of another product, the system comprising a plurality of processing units, each processing supported by the shelf in a respective first area, and located adjacent to the plurality of units of the respective product such that no units of another product are between the display unit and the plurality of units, each processing unit including

means for detecting a purchase by a customer; and

means, responsive to the detected purchase, for determining an amount, the amount corresponding to one of a plurality of non-zero prices to be paid for the respective product; and

a display that displays the amount means for displaying an amount for the respective product, the amount varying depending on the detecting means, the amount corresponding to one of a plurality of non-zero prices to be paid for the respective product.

28. (previously presented) The system of claim 27 wherein the plurality of first areas includes 5 first areas.

29. (previously presented) The system of claim 27 wherein the means for displaying includes circuitry that displays responsive to a signal on a card, a message corresponding to an additional quantity of purchase required for the customer to receive a discount.